

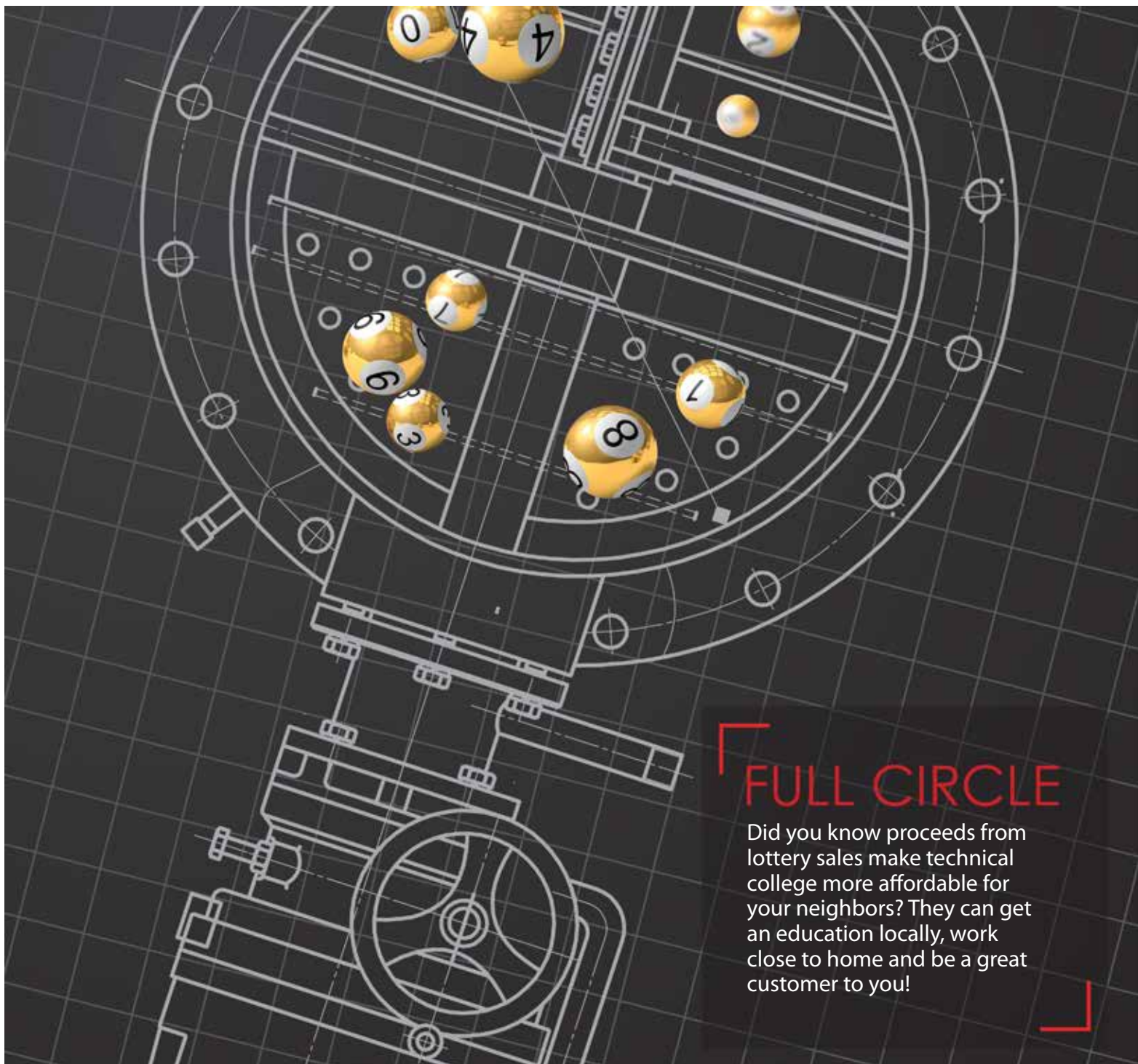
# SELLING Points

Lottery Retailer Newsletter

August 2017 Vol. 18, No. 2



[sceducationlottery.com](http://sceducationlottery.com)



## FULL CIRCLE

Did you know proceeds from lottery sales make technical college more affordable for your neighbors? They can get an education locally, work close to home and be a great customer to you!

*Selling Points* is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949



# Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCSEL POINT OF SALE.** This information is included in the piece called “Odds of Our Games.”

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

**Contact Information**

**Ticket Orders:** 1-866-737-7235 (Option 1)

**Stolen/Missing Tickets:** 1-866-269-5668

**Intralot Help Desk:** 1-877-500-5202

**Customer Information:** 1-866-736-9819

**Winning Numbers Line:** 1-803-734-4966 (IWON)

**Licensing Information:** 1-866-737-7235 (Option 4)

**Gambling Addiction Services:** 1-877-452-5155

For more information, visit us online at:

[www.sceducationlottery.com](http://www.sceducationlottery.com)

Please Play Responsibly!

[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)





## FULL CIRCLE: Lottery proceeds make lasting impact on your communities’ workforce

By Julie Huffman, Beneficiary Communications Coordinator

As a lottery retailer, YOU are a part of a much bigger picture that has lasting impact. When YOU sell a lottery ticket, proceeds from that sale directly impact YOUR community.

You know that lottery dollars allow students and workers in your town and neighborhood to attend a local technical college at a cost savings to them. At a technical college, students can learn career skills or even a new trade.

The tickets you’ve sold have resulted in more than 705,000 scholarships awarded to students attending technical colleges throughout South Carolina since the Lottery began in 2002.

Local technical college students receive financial help through the LIFE Scholarship, Need-Based Grants and Lottery Tuition Assistance (LTA). The Lottery does neither administers nor awards financial aid, so for more information on lottery-funded scholarships and grants, visit the Commission on Higher Education at [www.che.sc.gov](http://www.che.sc.gov).

Many technical colleges partner with big name companies like BMW, Michelin, GE and Boeing. These partnerships help companies hire a trained workforce ensuring a proper pipeline of qualified employees for the future.

After studying at a technical college, your neighbor, who hasn’t had to move away to attend school, can stay in the community to live, work, and raise a family.

Your sale of a lottery ticket comes full circle when a local tech school alum on the way to work stops by your store for a cup of coffee and maybe a Powerball® ticket. Their purchase adds to your bottomline and funds future lottery scholarships. Every lottery sale you make helps keep the circle going, and that benefits us all.

So the next time you sell a lottery ticket, wish the player luck and thank them for supporting education in their community.

## PLATINUM MILLIONAIRE

By Leila Wilson, Product Specialist

Another hot South Carolina summer is winding down, but the South Carolina Education Lottery is going to give your players a chance to chill and go PLATINUM with the Lottery’s newest million dollar ticket **PLATINUM MILLIONAIRE**, launching Tuesday, August 29. With three PLATINUM bonus boxes and cool ways to win, you will want to remind your players to play PLATINUM MILLIONAIRE for a chance to win one of the **\$1 MILLION** top prizes in the game.

But don’t forget, there’s more. Those non-winning PLATINUM MILLIONAIRE tickets can be entered into the **PLATINUM MILLION-AIRE Second-Chance Drawing** for a chance to win the final **\$1 MILLION** cash prize.

Entering is easy. Tickets can be entered online or by mail. To enter online, join Players’ Club at [sclottery.com](http://sclottery.com), log in, and start entering those tickets. To enter by mail, players must sign the back of the ticket and legibly complete the required information. Just add postage and mail like a postcard.



## HAPPENING NOW! Mystery Shopper

Want to win a \$100 gift card?! Follow our retailer incentive program and you’ll be qualified for an entry. There are still two more drawings this incentive period! The next entry deadline is Friday, August 4 for the drawing the week of August 7. The entry deadline for the final drawing is Friday, September 1 for the drawing the week of September 4.



# Discount Mart

By Thad Strom, Upstate MSR

On an April morning in 2016 around 9, owner Sandeep Gupta of **Discount Mart** in **Rock Hill** experienced something no store wants to face. With no warning, a tow truck skidded across the parking lot and plowed into the front doors and display windows of his store, shattering everything in its path. Unexplainably, the large truck missed the gas pumps out front, coming to a halt just inside the store. Just as miraculously, and oh so thankfully, no one was injured, but there was much work to be done to clean up, fix up, order new fixtures, and get back up and running serving customers and selling lottery tickets.

Sandeep could have thrown up his hands, but he and his staff met this challenge head on. Sandeep's commitment to his business, his customers, and the Lottery is no accident. Only closed a few days, Sandeep and his father Surinder reopened the location, better than ever. They were determined to restart the business, giving their customers what they had come to expect and deserve. Even with the accident, Discount Mart recorded over \$1.6 million in lottery sales in 2016, ranking it 41st state-wide, and the location is on track for an even better 2017!



Down, but not out, the owners of Discount Mart in Rock Hill took a setback and turned it into an opportunity to recommit to their customers and get back to business.

## New Games

Scheduled to launch Tues., August 1:



Scheduled to launch Tues., August 29:



Launch dates and tickets are subject to change.  
Artwork shown is not necessarily representative of final product.

## Ticket Alerts

### LAST DAY TO SELL

Wed., August 2: \$20,000 Money Bag (#873)  
Wed., August 9: Grand Luck (#895)  
Wed., August 16: \$5,000 Cash (#897) & Wild Money (#923)  
Wed., August 23: Lucky 8's (#833)  
Wed., August 30: \$250 Grand (#908) & Cash Winfall (#934)

### LAST DAY TO RETURN

Fri., August 4: Crossword Express (#920)  
Fri., August 11: \$125 Grand (#914)

### LAST DAY TO REDEEM

Tues., August 1: Mighty Jumbo Bucks (#850), Black Ice Millions (#883), Lucky Horseshoe (#886) & Big \$100 Explosion (#906)  
Tues., August 15: Lucky Green (#852), Neon Green (#898) & Double It (#901)  
Tues., August 22: Whiteout Bingo (#885) & Ruby 6s (#889)

- Dates Current as of 6/22/2017.

Scheduled to launch Mon., August 7:



**HOLIDAY CLOSING: Monday, September 4, 2017** - SCEL and our delivery partners will be closed to observe the Labor Day Holiday. Tickets ordered on Fri., September 1 will be delivered on Tues., September 5.